BROADCAST FROM

The New York Office 404 East 55th Street, New York

Number 17 Issued September 1, 1933

MUST BOOKS

September 5

Wells, H. G. THE SHAPE OF THINGS TO COME Macmillan

When H. G. Wells turns to prophecies of the future, he rates more thoughtful consideration than other literary prophets. Here is no fantastic picturing of a world controlled by Air Powers, as in Michael Arlen's recent MAN'S MORTALITY, nor any picture of an idealistic, rationalistic state such as described in Robert Herrick's SOMETIME. Rather is it a study of the next century and a half, with roots in the present and the immediate past. The first part of the book analyzes current history from the viewpoint of the future looking back at us. Between the present and 1978, Wells paints a gloomy picture of utter deterioration, a slipping back almost into primitive conditions, bordering on the savagery depicted in Collier's FULL CIRCLE. Wars and yet more wars, a letting loose of the brute instincts upon humanity, but throughout a gradually developing germ of a World State, which will come into being in 1978, with an Air Dictatorship, Educational Control, and a sociological and psychological rebirth. There is much to challenge the thoughtful reader, and the method of handling is human enough and personal enough to make rather exciting reading (though not intended for morons). There is much typical Wellsian philosophy, of course. $2.50

September 20

Norris, Kathleen ANGEL IN THE HOUSE Doubleday, Doran

Presumably, the Norris' fans will take anything in their stride, so a definite market is assured. But some day they'll wake up to what is being fed them! Here is a departure from the usual pattern and an excursion in psychological abnormalities:- there is a paranoic daughter, a mother in love with a man younger than herself, with whom the daughter thinks herself also in love; and a strong silent man. All the Norris' trimmings are there, convincing and rather glamorous details about clothes and food and furnishings, against a background of California sunshine. $2.00

September 27

Delafield, E. M. GAY LIFE Harper

A far cry from THE PROVINCIAL LADY, and suggesting more the vein of FIRST LOVE. A somewhat satiric novel of the Riviera, the backdrop for musical comedy gaiety, the playground of Europe. And against this setting, Miss Delafield unfolds the sordid undercurrents of life in a resort hotel. A multi-colored, elaborately patterned story she weaves, with a young, insolvent, superficial English couple; a divorcée, flaunting her infidelity with his tutor before her sensitive sixteen-year old son; a weakling, afraid of life and truth and love; a young authoress; the hotel entertainer and his vapid daughter; one delightfully wholesome English family; and a sprinkling of minor characters. The end is tragic but inevitable, though the story is not unrelieved by flashes of humor. Should have a better circulating library appeal than her other books. $2.50

BROADCAST FROM

The New York Office 404 East 55th Street, New York

Number 17 Issued September 1, 1933

MUST BOOKS

September 5

Wells, H. G. THE SHAPE OF THINGS TO COME Macmillan

When H. G. Wells turns to prophecies of the future, he rates more thoughtful consideration than other literary prophets. Here is no fantastic picturing of a world controlled by Air Powers, as in Michael Arlen's recent MAN'S MORTALITY, nor any picture of an idealistic, rationalistic state such as described in Robert Herrick's SOMETIME. Rather is it a study of the next century and a half, with roots in the present and the immediate past. The first part of the book analyzes current history from the viewpoint of the future looking back at us. Between the present and 1978, Wells paints a gloomy picture of utter deterioration, a slipping back almost into primitive conditions, bordering on the savagery depicted in Collier's FULL CIRCLE. Wars and yet more wars, a letting loose of the brute instincts upon humanity, but throughout a gradually developing germ of a World State, which will come into being in 1978, with an Air Dictatorship, Educational Control, and a sociological and psychological rebirth. There is much to challenge the thoughtful reader, and the method of handling is human enough and personal enough to make rather exciting reading (though not intended for morons). There is much typical Wellsian philosophy, of course. $2.50

September 20

Norris, Kathleen ANGEL IN THE HOUSE Doubleday, Doran

Presumably, the Norris' fans will take anything in their stride, so a definite market is assured. But some day they'll wake up to what is being fed them! Here is a departure from the usual pattern and an excursion in psychological abnormalities:- there is a paranoic daughter, a mother in love with a man younger than herself, with whom the daughter thinks herself also in love; and a strong silent man. All the Norris' trimmings are there, convincing and rather glamorous details about clothes and food and furnishings, against a background of California sunshine. $2.00

September 27

Delafield, E. M. GAY LIFE Harper

A far cry from THE PROVINCIAL LADY, and suggesting more the vein of FIRST LOVE. A somewhat satiric novel of the Riviera, the backdrop for musical comedy gaiety, the playground of Europe. And against this setting, Miss Delafield unfolds the sordid undercurrents of life in a resort hotel. A multi-colored, elaborately patterned story she weaves, with a young, insolvent, superficial English couple; a divorcée, flaunting her infidelity with his tutor before her sensitive sixteen-year old son; a weakling, afraid of life and truth and love; a young authoress; the hotel entertainer and his vapid daughter; one delightfully wholesome English family; and a sprinkling of minor characters. The end is tragic but inevitable, though the story is not unrelieved by flashes of humor. Should have a better circulating library appeal than her other books. $2.50

September 28

Pitkin, Walter B. MORE POWER TO YOU Simon & Schuster

The enormous popularity of LIFE BEGINS AT FORTY insures a ready market for this new book, which fits more definitely into the "self-help" class than the other one. It's a practical working system for energy building and conserving. Diet, exercise, attitude of mind, methods of work - every phase of intelligent self-training of our energies is considered. His point of view will be very popular, with his large public, for although he emphatically points out that his system means systematic application, and not simply theorizing, he confesses to six cups of strong coffee in his own daily regime, and allows for human weaknesses at many points. Furthermore, the book is good reading, and is certain to make the public stop, look and listen. $1.75

October 13

Canfield, Dorothy BONFIRE Harcourt, Brace

She knows her Vermont, does Dorothy Canfield, and here is a modern novel about a Vermont village, scarcely more than a wide place in the road, but peopled with real flesh and blood human beings. The background is the best part, that and the minor characters. Into the midst come two disturbing factors, the young doctor, half brother of the district nurse, to whom he feels he owes everything, and in owing, wears a martyr's crown rather ungraciously; and Lixlee, the strange, primitive mountain girl, who sets all men afire with passion. The story lacks the spiritual power, the essential integrity that made THE DEEPENING STREAM so significant a book. But it is good reading and should be easy selling and easy renting. $2.50

PROBLEMATICAL BOOKS - Fiction

(Note: You know your own market on these, but in order to facilitate ready checking on the part of the small, personal shop, certain books particularly adapted are designated P.B. - Personal Bookshop)

September 5

Boileau, Ethel A GAY FAMILY E. P. Dutton

P.B. A late comer but a possible dark horse. Will appeal to those who liked HOSTAGES TO FORTUNE, but who want some more glamorous trimmings. A delightful story of upper class English county life. The story centers around the vital and charming and adored mother, and her watchful sharing in the lives of her young people, modern to the core, but guided at base, by the fundamental principles of their traditions and training. Contagious humor, originality in the telling of even the simplest events, mark this author as gifted beyond the ordinary run. Try this out on some of your "conservative modern". $2.00

September 13

Gowen, Emmett DARK MOON OF MARCH Bobbs-Merrill

P.B. , The story of poor whites - a tenant farmer and his family, seeking, always seeking, a place where one day prosperity will come their way and they can have a painted house. It's a story of today, and an incredibly real picture of ignorance and poverty and superstition, and withal the story of a great love between Neil, who was always in and out of hot water, and the staunch little woman who adored him, whatever he did, who had "the sweetenin in her heart". A story to put beside LAMB IN HIS BOSOM and SOUTH MOON UNDER. $2.00

September 13

Woodward, Helen — QUEEN'S IN THE PARLOR — Bobbs-Merrill

This novel has a double motive:- a rather ironic depicting of a modern advertising agency, and a merciless study of the wife of one of the executives, a woman cursed with a conviction that sex should be the finger in every pie. Helen Woodward knows the advertising game, inside and out, and there is enough about advertising to catch the market of people who are connected with it. Added to that, the characterization is excellent, the story itself a convincing record of one phase of the boom and the depression. Should have good circulating library appeal. $2.00

September 20

Van de Water, Frederic F. — THUNDER SHIELD — Bobbs-Merrill

An unusually interesting Indian story, of the period of the founding of Denver, and leading up to the tragic last stand of Custer. A novel concerned with one Hiram Shaw, captured from a wagon train at the age of twelve, and taken into the Cheyenne tribe as adopted son of Thunder Shield. A vigorous story, good Americana, told with humor and a keen sense of drama. Should appeal to the readers who have been buying AMERICAN, and the autobiographies of famous Indians. $2.00

September 22

Miller, Alice Duer — GOWNS BY ROBERTA — Dodd, Mead

Almost simultaneous with book publication, a musical comedy, with Jerome Kern music, based on the book, will be produced on Broadway. Good publicity, as from all accounts the show will have a popular run. The story is good reading, - an engaging tale of a handsome athlete from America, who goes to Paris to forget his heartless ex-fiancée, and who inherits the dressmaking establishment of an aunt with a shady past. But before this happens, she puts him through a course of training in sophistication that is very entertaining. $1.75

Payne, Elizabeth Stancy — THOU MY BELOVED — Dodd, Mead

"Oh what a tangled web we weave---" Such might be the theme song of this story of unruffled existence in a small town, suddenly thrown out of gear by the reappearance of an old love, whom Carol Embree knows is the father of her daughter, Judy. When Judy and the man's son elope, the situation come to a head, and the unravelling of the tangled web brings young romance into its own. THESE CHANGING YEARS and THE QUIET PLACE established this author as a safe investment for the circulating library, and this new book, though it stretches the credulity a bit, will not disappoint its readers. Essentially a woman's book. $2.00

September 22

Worthington, Marjorie — "SCARLET JOSEPHINE" — Knopf

"SCARLET JOSEPHINE" is the title of a novel which proves the turning point in the drab career of its author. Up to the time of its publication, she had lived an introspective, dull life in a small New England town, seeking escape through reading Joyce and Lawrence and Hemingway, and in writing of things far removed from her own experience, but, presumably, embodying her philosophy. The rather long-drawn-out and meticulous recounting of the daily round, seems to shift the emphasis of this book from its basic theme, and the result is not wholly convincing. One feels that nothing can loose her from the net in which she is caught, no, not though she sleep with a casual passer-by, and purchase for herself a purple costume and a lipstick. $2.00

September 22

Weber, Lenora Mattingly MR. GOLD AND HER NEIGHBORHOOD HOUSE Little, Brown

P.B. Settlement stories woven into a unit by the two central characters, Marigold Brown, nicknamed Mr. Gold by lovable small Secondina, aged nine and the responsible older sister in the DeAlysio family - and "Big Doc" who finds slum doctoring a job that calls for far more than taught in medical schools. Frankly sentimental, the book will break down the sales resistance of the most hard hearted, for smiles and tears chase each other through its pages. The stories appeared in Good Housekeeping, but there is a continuity to them that takes them out of the short story class. $2.00

September 27

Hilton, James LOST HORIZON Morrow

P.B. A strangely absorbing and fascinating story of a lost Englishman, Hugh Conway, of the Consular Service in India. It is a story within a story - an adventure in time and space, in the course of which Conway and three fellow travelers are captured for the purposes of further experimentation in certain theories of longevity practised successfully in a remote lamasery of the Tibetan mountains. There is somewhat the atmosphere of THE GREEN GODDESS, which George Arliss popularized on stage and screen some years ago, and combined with that, there is a spiritual force and an underlying philosophy that carries the reader's imagination beyond the scope of the book. Not a book for everyone. Try it with those who liked A MAN NAMED LUKE. The author's previous novel, AND NOW GOODBYE, went through three printings in 1932. $2.50

September 29

Estaunié, Edouard MADAME CLAPAIN Appleton-Century

There are two themes in this strange tale. There is the kernel of the story, the disclosing of a life of inexplicable crime through investigations following the suicide of Madame Clapain. And there is the effect of this upheaval on the two sisters, whose completely uneventful lives had gone their placid way until their mysterious boarder plunged them into adventure. Not strictly a mystery story, but has some of the appeal that BEFORE THE FACT had for the border-line mystery addict. Essentially French in the manner of telling. A rather extraordinary story. $2.50

October 4

Hobart, Alice Tisdale OIL FOR THE LAMPS OF CHINA Bobbs-Merrill

P.B. An exceptionally fine story of Big Business in the Far East. Modern China is the setting for this novel of Stephen Chase, representative of a big oil company, entrusted with the delicate mission of establishing trading posts in the interior, and of dealing with the natives and selecting native agents. It is an interesting study of the Oriental mind as opposed to the Occidental, of the resentments, the petty jealousies, the uncompromising attitude of the home office which makes even important executives mere cogs in the wheel of "Progress". There is a unique love story interwoven with the business aspects, a rather heart-breakingly human phase of life, with all its privations and tragedies. Roy Baldridge has made end papers and a stunning wrap-around jacket in full color, which will be available, enlarged as a poster, for the Trade. One of the big books on the Fall list of Bobbs-Merrill. $2.50

Brody, Catharine CASH ITEM Longmans, Green

NOBODY STARVES was a best seller last year, and ranks as one of the most poignant stories of the depression. CASH ITEM shows distinct advance in technique, but, for this reader at least, it seems to lack the vital spark that took the earlier

book out of the propaganda class, and made it a human document. It is timely - since its theme is banking, small town high finance, how to get caught though innocent. There is a secondary theme in the problem of unemployment, and sordid poverty is set against the smug respectability of the middle class, which even romance fails to bridge. The theme - plus the success of NOBODY STARVES - will give the book a good send-off. And the publishers promise substantial backing. $2.00

Dunsany, Lord THE CURSE OF THE WISE WOMAN Longmans, Green

A novel of Ireland fifty years ago, before the wheels of progress ground down the eerie beauties of bog and fen, and when it seemed possible to believe in a never-never land called Tir-nan-og, where youth and beauty were eternal. Two youths lived on the edge of the bog, and hunted snipe and geese, and built a dream world about themselves. Then came Civilization, and the demand that the bog be drained. The "wise woman", mother of one of the youths, set a curse upon the workers, and the Irish left in panic, but the English called her crazy and let it go at that. But Fate played into her hands, and the story ends with a dramatic climax which defies realism in a grand gesture. An elusive tale, which seems to fall between two markets. The hunting plays an important part, and would have a very definite appeal to a male audience, were it not that Mr. Average Man would pooh-pooh the mystic side of it. $2.00

October 5

Milne, A. A. FOUR DAYS' WONDER E. P. Dutton

P.B. Don't let this get in with the mysteries, in spite of the tie up with Milne's thriller of a number of years back, THE RED HOUSE MYSTERY. For this novel is spoofing mysteries, holding up to ridicule the paraphernalia by showing how quickly a web of damning evidence can be constructed out of virtually blameless actions. Whimsical - of course, that is inevitable. Annoying, through its indirection - it's that too. But it is amusing, and certainly original, and there is an appealing romance interwoven with the nonsense. Better have a member of the staff read and plan it for your clientele. $2.00

October 6

Hogan, Pendleton THE BISHOP OF HAVANA Ives Washburn

There's more than a suggestion of DEATH COMES TO THE ARCHBISHOP in this excellent story of a Spanish gypsy who became - after a wild and adventurous youth - bishop of Havana and Florida, in the late 18th century. He has put his youth behind him, has become established as the beloved Father of a widely scattered flock, when his past turns up on his doorstep, and his youthful indiscretions confuse his last years. A dramatic and colorful story, not as well written as it should be. A good circulation library item and - granted a press break - should have an over-the-counter sale. $2.00

October 9

Bellah, James Warner WHITE PIRACY Farrar & Rinehart

Two triangles:- the bride, the groom, and the other man; the father, the son and the country cousin. The scene is Eastern Shore Maryland, in the days of bloated multi-millionaires, and the story takes place on an estate run like a luxurious road-house, for the friends and friends' friends of the bride and groom, on the eve of the wedding. The title indicates the modern interpretation, in social parlance, of rape, by mutual consent. Obviously a circulating library item. $2.00

October 10

Graeve, Oscar — HOT SUMMER — Farrar & Rinehart

A would-be modern tale of the five roomers in a brownstone front on West 12th Street, New York. Reminiscent of BAD GIRL, but less dramatic and a bit on the drab side. The story centers around two girls, roommates, one with social aspirations, who finds that New York doesn't offer many more opportunities than Brooklyn; the other, less optimistic and willing to play second fiddle, if by so doing she can attach the elusive male boarder, who wants to save his money for travel, but is willing to have a mild affair. Propinquity and circumstances wreck his plans, and a bit of shooting up, in which the landlord-bootlegger is involved, brings affairs to a head. $2.00

PROBLEMATICAL BOOKS - Non Fiction

September 6

Nichols, Beverley — CRY HAVOC — Doubleday, Doran

P.B. A book that is causing a journalistic upheaval in London, and that is sure to arouse controversy on this side, although the British flavor may tone it down to a mild flurry. A far cry from Beverley Nichols' usual light-hearted badinage is this bitter denunciation of the world's attitude toward Peace and War. Not simply a bit of pacifist propaganda, but a thorough job of research into the activities of offensive preparations going on in the armament factories in England and on the Continent, and also into the ineffectual preparations being made for defensive measures. Faced with the fact that war is growling in many quarters, that the League of Nations is made virtually impotent through the Press and public opinion, and that the civilian population is certain to be the victim in the next European War, his findings are far from negligible. The last half of the book is a succession of challenging dialogues, in which socialism, capitalism, militarism, pacifism are all given ardent advocates. Watch this - a dark horse with big sales possibilities. $2.50

September 14

Joad, C. E. M. — GUIDE TO MODERN THOUGHT — Frederick Stokes

P.B. An excellent introduction to modern philosophical and scientific theory and practice. A weighing of the evidence, so to speak, presenting first one basic theory, then another, showing how each step adds to the sum total of human understanding, and how new developments in science and philosophy (psychology, physics, astronomy, biology, evolution, psychical research) affect life and thought today. Sell to customers who are not steeped in Jeans, Eddington, and Whitehead, but who have inclinations in their direction and find time for thorough grounding conspicuous by its absence. Not a book for spectacular sale, but a book for the long haul. $1.75

September 18

Channon, Henry — THE LUDWIGS OF BAVARIA — E. P. Dutton

An excellent history of the three Ludwigs, the first with his orgy of castle and road building and his worship of his country, and his downfall through Lola Montez; the second, grandson of the first, the misogynist, who adored Wagner, and after Wagner's exile, retired into his music and his building schemes; the third, under whom came the revolution of 1918. Bavaria is overshadowed by Prussia in Germany's history, but to anyone who knows and loves it, this book would be tremendously interesting. Sell as both biography and history, and as a special sort of travel book. $3.00

September 26

Fishback, Margaret — OUT OF MY HEAD — E. P. Dutton

P.B. More poems of the I FEEL BETTER NOW variety, and on the whole just as amusing, spontaneous and original. A Maid of Manhattan - 1933 variety, with a champagne cocktail sparkle, and with her share of irony, sophistication, disillusionment, and quick come-back. The other book had a remarkably wide distribution, even outside New York. $2.00

September 27

Skariatina, Irina — FIRST TO GO BACK — Bobbs-Merrill

P.B. The author of A WORLD CAN END has won a big following through her lectures and books. Open minded, temperamentally optimistic, she convinced the Soviet government of her integrity, and secured permission to return last season, - the first of the aristocrats to go back. This is her story, possibly slightly rose-colored, but none the less convincing as a picture of present day Russia under the growing efficiency of the Soviet regime. Constant throwbacks to the Russia of her childhood and youth brings present conditions into sharp relief. It's good reading, and the delightful personality of the author colors every incident. Very personal, from first to last. $2.75

Morrow, Honoré — "ARGONAUT" — Morrow

Actually biography, but disguised as fictional biography, this is the true story of a young woman who braved the perils of Alaska of the gold rush, in 1897, with a five year old boy. She did everything, from nursing a patient just recovering from D.T's back to health, to acting as chief steward on a Yukon river boat. Full of color and action and the spirit of courageous adventure, it's a good story, written with Mrs. Morrow's usual vitality. But it suffers by not being wholly fiction, nor yet frankly biography. However, Mrs. Morrow's large audience is an established market. $2.50

September 29

Nash, Ogden (Illd. by Soglow) — HAPPY DAYS — Simon & Schuster

P.B. There are two poems which the bookseller himself will particularly relish in this new volume from the pen of the author of HARD LINES. "Merry Convention and Happy Fiscal Year" is one; the other is "Aside to the Trade" which was read at the A.B.A. convention in June and printed in Publishers' Weekly later. Every reader with a sense of fun and an appreciation of stinging satire will want it. $2.00

October 10

Brittain, Vera — TESTAMENT OF YOUTH — Macmillan

P.B. An extraordinary human document, and a side of the war years which, up to this time, has not been adequately presented, the side of youth and womanhood and a life broken in two by personal loss and the seal of tragedy. This is the story of the first quarter of the twentieth century, as experienced by a girl, brought up in a conventional, cultured, comfortable, middle-class setting, where her desire to go to Oxford was considered unfeminine and ultramodern. Inadequately prepared, the youth of England were swept into the war, and through letters, diaries, and memory records she has recreated what the war meant to the generation that came to maturity in its acid crucible. Although essentially English, in the picture of conditions, then and now, of viewpoint, of problems, there is a great basic truth in the whole conception that gives it a universality. Not easy reading, but sure to secure a wide public of thoughtful readers. Good for the long haul. $2.50

October 23

Clendening, Logan — BEHIND THE DOCTOR — Knopf

P.B. Combines the appeal of DEVILS, DRUGS AND DOCTORS with that of MICROBE HUNTERS, and should have a tremendous ready-made market through the readers of THE HUMAN BODY and of Dr. Clendening's syndicated columns. A fascinating history of medicine, with much new material, humanly presented, of the early struggles, and a contemporary picture of new findings, and the trend in modern medicine. One realizes forcibly the tremendous strides made in the last twenty years, and the comparatively recent developments in knowledge and equipment. Filled with human interest anecdotes. $3.75

October 25

James, Rhys — WORTH REMEMBERING — Longmans, Green

P.B. Here's a book that you dare not put in your rental library, for you'd have to replace it with a new copy every time a customer borrowed it. A book to own, to pick up at odd moments and chuckle over and share with members of the family and friends. Hard to place, as it certainly is made out of the stuff of personal experience, and a singularly sympathetic and understanding interpretation of childhood memories. Take THE GOLDEN AGE by Kenneth Grahame, add a bit of HUCKLEBERRY FINN, translate it into the authentic dialect of childhood in the far South, and stir it up with a spoon of original humor, and you'll have WORTH REMEMBERING. It deserves that much-abused term "a natural" - and already it has begun to build up an advance guard of enthusiasts. $2.00

RECOMMENDED MYSTERIES and WESTERNS

September 27

Cody, Stone — THE GUN WITH THE WAITING NOTCH — Morrow

A new Western writer, and a promising one. This has all the proper ingredients, well blended. Not particularly original in plot, but the telling has punch. $2.00

September 28

Patrick, Q. — S. S. MURDER — Farrar & Rinehart

The best of the group - A 1 mystery, murders on shipboard, a girl reporter supplies the missing links. The captain's table forms the nucleus. $2.00

October 4

Eberhart, Mignon G. — THE DARK GARDEN — Doubleday, Doran

Has all the earmarks of Mary Roberts Rinehart of THE CIRCULAR STAIRCASE and THE DOOR. Blackmail by astrology; drugs, murders that appear to be accidents. $2.00

October 11

MacDonald, Philip — MENACE — Doubleday, Doran

English country house, a bit overcrowded with victims and suspects, and without any convenient detective. Better than average. $2.00

October 17

Gollomb, Joseph — THE CURTAIN OF STORM — Macmillan

Endocrinology and psychology contribute to the solution. $2.00

October 19

Brady, Nicholas — THE CARNIVAL MURDER — Holt

An English small town setting; the victim one of the freaks in a carnival. Morbid sort of tale, but good deduction. $2.00

October 25

Rohmer, Sax — FU MANCHU'S BRIDE — Doubleday, Doran

A thriller, with a South of France setting, a wicked Oriental, a new plague destined to destroy mankind, a lovely girl, and a young rescuer. $2.00

Note These Changes in Publication Dates, Prices, etc.

Komroff, Manuel - I, THE TIGER (Coward, McCann) from October 15 to October 26
Santee, Ross - SLEEPY BLACK (Farrar & Rinehart) from September 14 to September 11
JOURNAL OF GAMALIEL BRADFORD (Houghton, Mifflin) price changed from $4.50 to $5.00
Jarrett, Cora - NIGHT OVER FITCH'S POND (Houghton,Mifflin) from Sept. 13 to Sept. 6
Morrow, Honoré - SHIPS MONKEY (Morrow) from September 13 to September 27

RECOMMENDED JUVENILES

Books for the Youngest

September 6

Flack, Marjorie — WAG-TAIL-BESS — Doubleday, Doran

An Airedale puppy learns through Angus that life is a great game. $1.00

September 7

Edelstat, Vera — A STEAM SHOVEL FOR ME — Frederick Stokes

The story of steam, in modern verse, with modern pictures. $1.50

September 11

Evers, Helen and Alf — THE HAPPY HEN — Farrar & Rinehart

The authors of THIS LITTLE PIG have told the story of the hen that didn't want to leave home. A better book than the pig book. $1.00

October 4

Kennedy, Mary — A SURPRISE TO THE CHILDREN — Doubleday, Doran

A fairy tale, distinguished not by the text but by the music by Deems Taylor, and the numerous line and colored illustrations by J. H. Dowd. $1.75

October 9

Webb, Clifford — BUTTERWICK FARM — Frederick Warne

** Simple text and nice pictures about two children who hunt the farm over for a lost doll. Introduces all the animals and activities. $2.00

For The Next Oldest

Already Published

Colum, Padraic — THE BIG TREE OF BUNLAHY — Macmillan

** Delectable Irish folk tales, fairy tales, fact tales, told with Colum's inimitable charm. And delightfully illustrated by Jack Yeats. $2.25

September 22

Schrank, Joseph — SELDON AND THE GOLDEN CHEESE — Dodd, Mead

One of the nicest fantasies of the season. A folk tale of the cheese country, with a not-too-obvious moral. Good illustrations by Tenggren. $2.00

October 19

Lofting, Hugh — DR. DOLITTLE'S RETURN — Frederick Stokes

A Lofting is a "must book" on juvenile shelves, and although this story of his return from the trip to the moon isn't up to the others, it is another Dolittle. $2.00

REPRINTS

October 27

Pyle, Howard — THE HOWARD PYLE BRANDYWINE EDITION — Scribner

** The King Arthur group and Robin Hood are reprinted with introductions and additional frontispieces by Pyle's leading pupils, Wyeth, Schoonover, Arthurs, Aylward and Dunn. Together these introductions give a very human picture of Howard Pyle. Note the new price of $3.00, instead of $3.50.

FICTION FOR OLDER BOYS AND GIRLS

September 27

Kent, Louise Andrews — RED RAJAH — Houghton, Mifflin

A sequel to DOUGLAS OF PORCUPINE and a rattling good mystery surrounding the attempts to prevent the possibility of an American boy becoming Rajah. $2.00

October 2

Cleland, Mabel — THE CLUE OF THE RIDDLE — Farrar & Rinehart

A better story than its predecessor, MYSTERY OF SHADY LAWN. Another mystery, this time involving a riddle found in an old cupboard, during the holidays. $1.75

Haines, Donal Hamilton — TRIPLE THREAT — Farrar & Rinehart

** A very good prep school story, with several good football games and a golf match. Well written and seems to mark a new era in school and game stories. $1.75

October 16

Kyle, Anne D. — THE APPRENTICE OF FLORENCE — Houghton, Mifflin

** Florence of the Medicis is the setting for this splendid story of a boy apprenticed to a silk merchant, a lovely turbulent girl, and an unscrupulous youth. The background, the period, all convincingly and dramatically done. $2.00

October 18

Daniel, Hawthorne — THE LOST PROFESSOR — Coward, McCann

A mystery story, set in New York of 1852, and concerned with the disappearance of Professor Worthington on the eve of his inheriting a fortune and a shipping line. His daughter and her friend succeed in solving the mystery. $2.00

October 19

Abbott, Jane — DICKET — J. B. Lippincott

** A really first class boarding school story, of a first year girl who gets in with the wrong crowd. $1.75

NON FICTION FOR OLDER BOYS AND GIRLS

September 22

Lansing, Marion Florence — MAN'S LONG CLIMB — Little, Brown

The history of man's progress, through the discovery of the use of fire, domestication of animals, planting of seeds, invention of the wheel, the lever, etc., development of language, use of writing, building of shelters, and so on. Excellent material, not readily available elsewhere, but occasionally slightly patronizing in presentation. Compare with THE CARPENTER'S TOOL CHEST, by Thomas Hibben, published by Lippincott last Spring ($2.00), which parallels some of the material, but which concentrates on tools in the history of civilization. That is better book, but they supplement each other, and could be sold jointly. Both fully illustrated. $1.75

October 1

Hillyer, V.M. & Huey, E. C. — A CHILD'S HISTORY OF ART — Appleton-Century

** Companion volume to the CHILD'S HISTORY OF THE WORLD and CHILD'S GEOGRAPHY OF THE WORLD, steady sellers in every juvenile department. And this is the best of the three. And one that fills a great need, for there is no adequate general history of art for young people. Painting, sculpture, architecture, all are treated chronologically, and dramatized with innumerable anecdotes and human touches. Fully illustrated with photographs. $3.50

October 6

Nicolay, Helen — THE BOYS' LIFE OF JEFFERSON — Appleton-Century

An adequate life of Thomas Jefferson for boys and girls, but not as exciting reading as a life as full as his should be. $2.50

~~October 12~~ Nov 11

Benet, Rosemary and Benet, Stephen Vincent — A BOOK OF AMERICANS — Farrar & Rinehart

** Amusing ballads about Americans great and small, with enchanting illustrations by Charles Child. Somewhat the flavor of KINGS AND QUEENS. Sure to be in demand by adults, who may enjoy it more than the children will. $2.00